



Austin/Travis County Health and Human Services Department



Obesity Prevention/Reduction Policy Recommendations

PUBLIC HEALTH AND HUMAN SERVICES COMMITTEE

March 20, 2012

Obesity in Austin/Travis County

Adults

- 21% of are overweight**
- 21.4 % do not get any physical activity apart from activity at work**
- 71% do not eat at least 5 fruits and vegetables per day**

Youth

- 1 in 7 high school students are overweight or obese**
- Only 18% report eating five or more fruits and vegetables per day**
- 28% report watching 3 or more hours of TV per day**

Obesity Policy Recommendations

- **Regulatory Options**

- Food Establishment Rating
- Menu Labeling (*Calorie Count*)
- Ban Artificial Trans. Fats
- Evaluation of “Toy Give Away” campaigns
- Healthy Mobile Vending/Produce Cart Ordinance

- **Approaches**

- Chains of 15 or More to Comply Immediately
- Voluntary Compliance with Grace Period for Required Compliance for Smaller Establishments

- **Comparable Cities/Counties and Others**

- King County, WA
- Philadelphia, PA
- New York, NY
- Los Angeles, CA
- San Francisco, CA

Obesity Policy Recommendations

- **City Resolutions**
 - Voluntary Salt Reduction Initiative (*low sodium*)
 - National Partnership led by New York City
 - Work with Food Manufactures and Restaurants to Reduce Salt Levels
 - Reduce Intake of Sweetened Beverages (*low sodium*)
 - Encourage Reducing Sweetened Beverages in Multiple Settings
 - Raise Awareness Regarding Sugary Drinks Contribution to Obesity
 - Obesity Prevention
 - Declare City's Commitment to Obesity
 - Highlight Current Efforts
 - CM Morrison's Childhood Obesity Summit
 - Sustainable Food Policy Board
 - Imagine Austin
 - Community Transformation Grant
- **City Agency/Worksite Policy**
 - Healthy Food and Beverage Vending
 - Healthy Food Procurement